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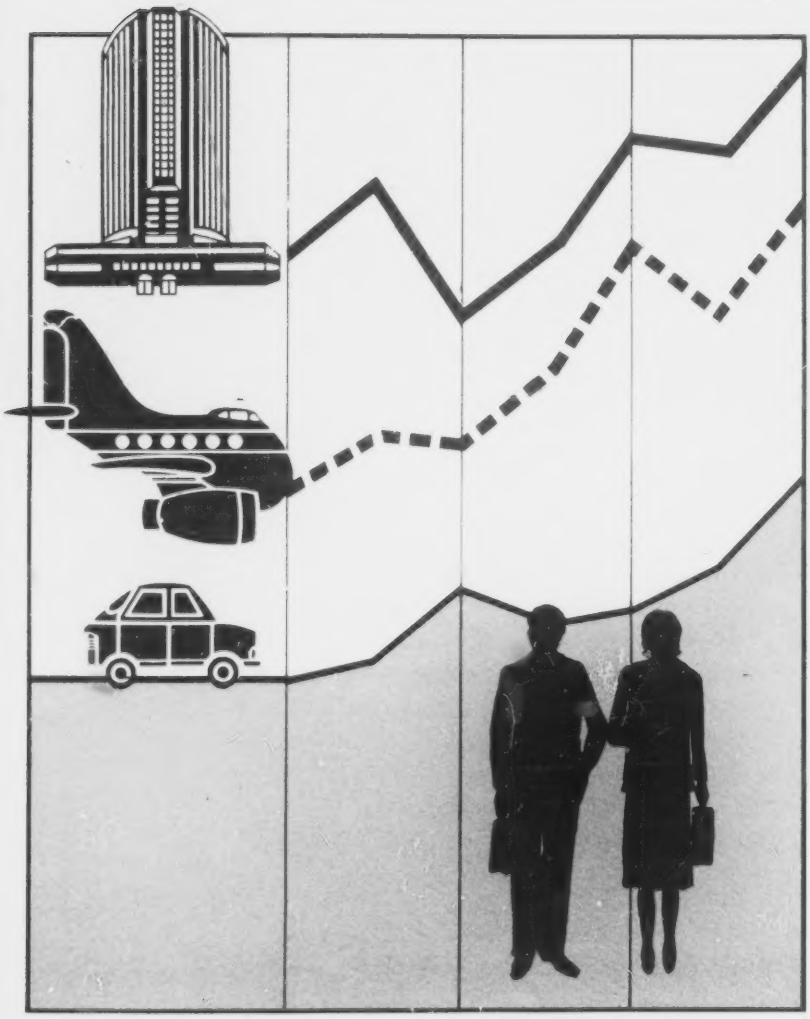
1988 Survey of Business Travelers



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1988 Survey of Business Travelers

Sponsored by the U.S. travel division
of Reed International
Bill Niles, Research Director

Conducted by the US Travel Data Center
Suzanne Cook, Director

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June 1989

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The US Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic and scientific research concerning travel, the travel industry and travel-related industries.

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EXECUTIVE SUMMARY

* Thirty-three million U.S. adults took a total of 155.6 million business trips in 1988, a slight decline from 157.5 million trips in 1987.

* Business trips have grown faster than other types of travel in the last five years, increasing 50 percent since 1983.

* Business trips accounted for 24 percent of all U.S. trips in 1988, up from 19 percent of all U.S. trips in 1983.

* The number of frequent business travelers and the trips they take have increased significantly in the past three years.

* Business travelers between the ages of 35 to 44, employees in the service industries and international travelers are the fastest growing segments of the business travel market.

* More business travelers took trips to attend meetings, conventions and trade shows in 1988 than for any other purpose.

* Nearly one out of every four business travelers includes some vacation on the average business trip.

* Business travelers take shorter trips than pleasure travelers, but are considerably more likely to use airlines, rental cars, hotels and travel agents.

* Business trips by airlines declined slightly in 1988, following growth each year since 1984.

* Seventy-three percent or 24.2 million business travelers stayed in a hotel on an average trip in 1988, virtually unchanged from 1987.

* Thirty-eight percent of business travelers used travel agents in 1988, up from 32 percent in 1987.

* More than one out of five business travelers use their travel agents only for rental cars and hotels and not for airline reservations.

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INTRODUCTION

Business travel slowed slightly in 1988 after registering substantial gains each year since the 1981-82 recession.

During 1988, some 33.1 million Americans or 18 percent of the total adult population took 155.6 million business trips.

Business trips in 1988 were 50 percent above the level in 1983 and represented 24 percent of all travel in the U.S., up from 19 percent in 1983.

The Survey of Business Travelers, which is conducted by the US Travel Data Center, has tracked the growth and characteristics of U.S. business travelers on a monthly basis since September 1985. This is the third report of the survey's findings.

The 1988 Survey of Business Travelers was conducted by telephone with a national probability sample of 1,500 U.S. adults each month. Business travelers were identified as those who took one or more business trips in the previous 12 months. Over the 12 month interviewing period ending January 1989, 3,260 business travelers gave detailed information about trips they had taken.

The US Travel Data Center also conducts the National Travel Survey, the monthly telephone survey measuring the volume and characteristics of travel by U.S. residents. Estimates of the volume of business travel for 1988 in this report are derived from the National Travel Survey, and include travel from January to December of 1988. Measures of business travel are also published in the 1988 National Travel Survey Full Year Report. Some characteristics of business travel vary in the two reports due to differences in the survey methodologies.

OVERVIEW OF BUSINESS TRAVEL

Volume of Business Travel

A total of 656.1 million trips were taken by Americans in 1988, according to the US Travel Data Center's National Travel Survey. Travel was up three percent in 1988 and reached an all-time high.

A trip is defined as one or more household members traveling together at least 100 miles away from home, and returning.

The growth of business travel has far outpaced that of other types of travel since the 1981-82 recession. In 1988, however, business travel leveled off at 155.6 million trips, compared with 157.5 million trips taken in 1987.

1987-88 Change in U.S. Trips

Millions

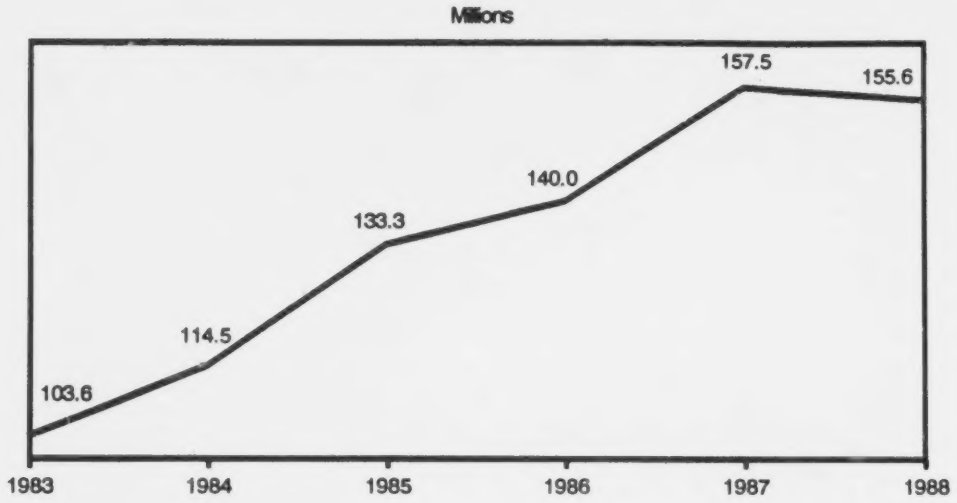
	1987	1988	Percent Change
Business Trips	157.5	155.6	- 1
Pleasure/Personal Trips	478.8	500.5	+ 5
Total Trips	636.3	656.1	+ 3

Source: National Travel Survey

The reason for the decline in business trips was a drop of 2.2 million in the number of business travelers from 35.3 million in 1987 to 33.1 million in 1988.

The slowdown in business travel in 1988 was the first decline since 1982. Business travel has grown each year since 1983, when 103.6 million trips were taken. Particularly strong gains of 16 percent and 13 percent were posted in 1985 and 1987, respectively.

VOLUME OF BUSINESS TRIPS
1983-88



Source: National Travel Survey

Despite the slight setback in 1988, the growth in business travel has outpaced that of all other types of travel in the last five years. Business trips have increased 50 percent from their 1983 level, compared with a 23 percent growth in pleasure trips and a 29 percent growth in vacation trips.

Growth of U.S. Trips by Type

Millions

	1983	1988	1983-88 Change Number	1983-88 Change Percent
Business Trips	103.6	155.6	+52.0	+50
Pleasure Trips	371.5	455.3	+83.8	+23
Vacation Trips	307.8	396.2	+88.4	+29
Total Trips	540.9	656.1	+115.2	+21

Source: National Travel Survey

Business Travel Trends

The decline in business travelers and trips in 1988 does not indicate a major shift in the market. There are no changes in either business travel or the economy that predict steeper declines in the future.

Despite the slowdown in volume in 1988, business travel has become stronger in many ways.

There is an overall increase in the number of trips taken by business travelers. Frequent travelers (those who take 10 or more trips per year) accounted for more than half of all business trips taken in 1988.

Active business travelers between the ages of 35 to 44 and business travelers in the service industries have increased as the population has grown in these areas.

Despite the devaluation of the dollar against foreign currencies, international business travel by Americans has increased.

Business travelers who travel primarily to attend meetings and conventions have become a sizeable and stable portion of the market.

The use of airlines, rental cars and hotels has helped to stimulate the growth of business travel in the last five years.

Travel agents are used for one out of every five business trips. Business travelers rely on them more than ever for their advice and recommendations, as well as to make reservations.

Importance of Business Travelers

U.S. adults who took business trips in 1988 numbered 33.1 million according to the 1988 Survey of Business Travelers. They took 155.6 million or 24 percent of all trips taken in 1988, up from 19 percent of all trips in 1983.

Business trips account for a significantly larger share of trips that involved the use of travel services. Business trips in 1988 accounted for 43 percent of all airline trips, 42 percent of all rental car trips, 36 percent of all hotel trips and 30 percent of all trips involving the use of travel agents.

Business Travel Share of Total Trips in 1988

Millions

	Total Trips	Business Trips	Business Trips as Percent of Total Trips
Total Trips	656.1	155.6	24
Airline Trips	154.6	66.9	43
Rental Car Trips	52.5	21.8	42
Hotel Trips	291.4	104.3	36
Travel Agent Trips	105.0	31.2	30

Source: National Travel Survey

Business Travel Expenditures

U.S. business travelers spent an estimated $95 billion on their trips in 1988, according to the 1988-89 American Express Survey of Business Travel Management. This was a 12 percent increase over $85 billion that American Express estimated business travelers spent in 1986.

Business travel expenditures are estimated to climb 21 percent to $115 in 1990. Travel and entertainment expenses are the third largest controllable expense category for the majority of U.S. companies, following salaries and data processing.

Airlines were the largest single expense in 1988, followed by lodging, meals, entertainment and cars.

1988 Business Travel and Entertainment Expenses

	Billions	Percent
Airlines	$38.0	40
Hotels/Motels	21.9	23
Meals	14.2	15
Entertainment	10.4	11
Cars	7.6	8
Other	2.9	3
Total	$95.0	100

Source: 1988-89 American Express Survey of Business Travel Management

PROFILE OF BUSINESS TRAVELERS

Dimensions of the Market

A total of 33.1 million U.S. adults or 18 percent of the adult population of 182 million took one or more business trips of at least 100 miles each way during 1988.

The number of adults who took a business trip in 1988 declined 2.2 million from 35.3 million in 1987. There were also 35.3 million business travelers in 1986.

The business travel market includes travelers from every demographic group in the country: sex, age, marital, educational, income, occupational and regional. They come from widely different backgrounds and travel for a variety of reasons.

Despite much diversity, business travelers are more highly concentrated among specific demographic groups. These include adults who are between the ages of 25 to 44 and have better educations, higher incomes and managerial positions.

The continuing growth of the more "upscale" demographic groups in the U.S. will have a positive effect on future business travel.

Demographics of Business Travelers

Twenty million or 61 percent of the 33.1 million business travelers are men; nearly 13 million or 39 percent are women.

The largest group of business travelers (31 percent) are between the ages of 25 to 34. Twenty-nine percent are 35 to 44 years of age.

Nearly two-thirds of business travelers are married. Forty-nine percent have graduated from college, significantly above the national average.

Three out of 10 business travelers have household incomes of $50,000 or more. Nearly the same proportions are professionals or managers (29 percent) or lower level technicians or managers (31 percent).

The largest single group of business travelers (24 percent) works in the service industries of finance, banking, insurance, real estate and business services. Six out of 10 business travelers work for companies of fewer than 100 employees.

More business travelers live in the South Atlantic and East North Central regions of the U.S. than any other single areas.

Demographics of Business Travelers

	Millions	Percent
Total Business Travelers	33.1	100
Sex		
Men	20.2	61
Women	12.9	39
Age		
18-24	3.6	11
25-34	10.3	31
35-44	9.6	29
45-54	5.0	15
55-64	3.0	9
65 or Older	1.6	5
Median Age		38 Years
Marital Status		
Married	21.2	64
Not Married	11.9	36
Education		
Some College or Less	16.9	51
College Graduate or More	16.2	49
Household Income		
Less Than $30,000	10.6	32
$30,000-$40,000	7.0	21
$40,000-$50,000	5.6	17
$50,000 or More	9.9	30
Median Household Income		$38,570
Occupation		
Professional or Managerial	9.6	29
Lower Level Technical or Managerial Occupations	10.3	31
Clerical or Sales	5.0	15
Blue Collar	4.6	14
Self Employed	9.6	29

Demographics of Business Travelers (Continued)

	Millions	Percent
Industry		
Finance, Banking, Insurance, Real Estate and Business Services	7.9	24
Health, Legal, Personal and Educational Services	6.3	19
Wholesale and Retail Trade	4.0	12
Manufacturing and High Technology	4.0	12
Public Administration and Government	2.6	8
Agriculture, Mining, Oil and Construction	2.3	7
Transportation, Communications and Public Utilities	2.3	7
Number of Employees in Company		
Fewer Than 100	20.2	61
100-499	6.6	20
500 to 999	2.0	6
1,000 or More	4.3	13
Region of Residence*		
New England	1.2	5
Mid-Atlantic	4.3	13
South Atlantic	6.0	18
East South Central	2.3	7
West South Central	3.6	11
East North Central	5.7	17
West North Central	2.6	8
Mountain	2.3	7
Pacific	4.6	14
Household Characteristics		
Two Persons or Less	15.9	48
One Person Household	6.0	18
Three Persons or More	17.2	52
Child(ren) in Household	13.9	42
One Wage Earner in Household	13.6	41
Two or More Wage Earners in Household	18.2	55

* Definition of regions included in the Appendix.

Source: Survey of Business Travelers

Changes in Demographics of Business Travelers

Several demographic groups of business travelers have grown significantly since 1986, reflecting the growth of these demographic groups in the total U.S. population.

Business travelers between the ages of 35 to 44 (the older segment of the "baby boomers") increased from 25 percent of all business travelers in 1986 to 29 percent in 1988. Better educated, higher income and business travelers in professional/managerial occupations and in the service industries also increased significantly.

Changes in Demographics of Business Travelers

1986-88

	1986	1987	1988
Age 35-44	25%	28%	29%
College Graduate or More	41	44	49
Household Income $50,000+	23	27	30
Professional or Managerial Occupation	24	27	29
Lower Level Technical or Managerial	24	28	31
Finance, Banking, Insurance, Real Estate and Business Services	18	20	24

Source: Survey of Business Travelers

Demographics of Business and Pleasure Travelers

Americans who travel on business are more upscale than those who travel for pleasure. They are more likely to be men, to be 25 to 44 years old and to have better educations, higher incomes and higher level occupations than pleasure travelers.

Demographics of Business and Pleasure Travelers

	Business Travelers	Pleasure Travelers
Total	100%	100%
Sex		
Men	61	50
Women	39	50
Age		
18-24	11	16
25-34	31	26
35-44	29	20
45-54	15	14
55-64	9	11
65 or Older	5	13
Median Age	38 Years	38 Years
Marital Status		
Married	64	59
Not Married	36	41
Education		
Some College or Less	51	74
College Graduate or More	49	26
Household Income*		
Less Than $30,000	32	51
$30,000-$40,000	21	20
$40,000-$50,000	17	12
$50,000 or More	30	17
Median Household Income	$38,570	$29,410
Occupation		
Professional or Managerial	29	13
Lower Level Technical or Managerial Occupations	31	17
Clerical or Sales	15	13
Blue Collar	14	17
Retired	3	15
Region of Residence**		
New England	5	5
Mid-Atlantic	13	14
South Atlantic	18	17
East South Central	7	5
West South Central	11	12
East North Central	17	16
West North Central	8	8
Mountain	7	7
Pacific	14	16

	Business Travelers	Pleasure Travelers
Household Characteristics		
Two Persons or Less	48%	51%
One Person Household	18	18
Three Persons or More	52	49
Child(ren) in Household	42	39
One Wage Earner in Household	41	41
Two or More Wage Earners in Household	55	46

* Adjusted for non-response.

** Definition of regions included in the Appendix.

Sources: Business Travelers - Survey of Business Travelers
Pleasure Travelers - National Travel Survey

Travel Characteristics of Business and Pleasure Travelers

Business travelers differ from pleasure travelers in their travel characteristics as well as in their demographics. The average number of household members traveling together on business trips is 1.4 compared with 2.1 on a pleasure trip. Business travelers tend to spend fewer nights away and visit fewer places, but travel greater distances than pleasure travelers.

Characteristics of Business and Pleasure Trips in 1988

	Business	Pleasure
Average Household Members on Trip (Including Traveler)	1.4	2.1
Average Nights Per Trip	4.4	5.2
Average Miles Per Trip	1,370	950
Average Places Visited	1.2	1.7

Sources: Business Travelers - Survey of Business Travelers
Pleasure Travelers - National Travel Survey

Business travelers are far more likely to use travel services on their trips than pleasure travelers. In 1988, airlines were used on 43 percent of business trips compared with 19 percent of pleasure trips. Rental cars, hotels and travel agents were also used nearly twice as often on business trips as on pleasure trips.

Use of Travel Services on Business and Pleasure Trips in 1988

	Business	Pleasure
Airlines	43%	19%
Rental Cars	14	6
Hotels	67	39
Travel Agents	20	11

Source: National Travel Survey

CHARACTERISTICS OF BUSINESS TRIPS

Number of Business Trips Taken

Thirty-three million business travelers took a total of 155.6 million business trips in 1988, down one percent from 157.5 in 1987. They took an average of 4.7 trips each in 1988 compared with 4.4 trips in 1987.

Half of business travelers took only one or two trips in 1988, accounting for 15 percent of all business trips. One-third of business travelers took three to nine trips and were responsible for one-third of all business trips.

Frequent business travelers, those who took 10 or more trips, comprised only 15 percent of business travelers but accounted for 52 percent of all business trips taken.

Number of Business Trips Taken in the Past Year

	Business Travelers		Business Trips	
	Millions	Percent	Millions	Percent
1-2 Trips	16.9	51	23.3	15
3-9 Trips	11.2	34	51.4	33
10 or More Trips	5.0	15	80.9	52
Total	33.1	100	155.6	100

Average Trips Per Business Traveler: 4.7

Source: Business Travelers - Survey of Business Travelers
Business Trips - National Travel Survey

Frequent business travelers, who are the most important segment to travel suppliers, have increased significantly since 1986. They have grown from 3.5 million or 10 percent of all business travelers in 1986 to five million or 15 percent of all business travelers in 1988.

Frequent business travelers took 80.9 million trips in 1988, up 44 percent from 56 million in 1986.

The average frequent business traveler takes 16 trips per year. One-third of frequent business travelers take more than 20 trips per year.

Frequent business travelers are more likely than other business travelers to be men, 35 to 44 years old, have higher educational and income levels, be professionals or managers and to travel to sell or consult.

Less frequent business travelers are more likely to be women, younger and travel to attend meetings, conventions or trade shows.

Business travel parties tend to be small. Fewer than one-third of business travelers are accompanied by either business associates or other household members on an average business trip. The average party size was 1.4 household members in 1988 compared with 1.3 persons in 1987.

Nights Spent on Business Trips

Nearly all (91 percent) of business travelers stay overnight on an average business trip. Half spend one to three nights away, and 41 percent spend four or more nights away. Business travelers spent an average of four nights away from home on business trips in 1988.

Nights Spent on Most Recent Business Trip

	Percent
No Nights	9
1 Night	13
2-3 Nights	37
4-5 Nights	19
More Than 5 Nights	22
Average Nights Per Trip (Including None)	4.0

Source: Survey of Business Travelers

Business travelers who spend the most nights away are more likely to be using airlines and rental cars, to be traveling outside the U.S. and to be combining business and vacation on their trips.

Business travelers who are least likely to stay overnight are traveling in their own cars and making sales calls.

The distance of the average business trip in 1988 was 1,370 miles compared with 1,590 miles in 1987.

Accommodations Used on Business Trips

Seventy-three percent of business travelers stay in hotels or motels on an average trip. Fifteen percent stay at the homes of friends or relatives and seven percent use other facilities. Business travelers spend an average of 3.9 nights in hotels or motels on each trip.

Type of Lodging Used on Most Recent Business Trip

	Percent*
Hotel or Motel	73
Homes of Friends or Relatives	15
Apartments, Condominiums or Vacation Homes	3
Other	4
No Overnight Stay	9

* Column adds to more than 100 percent due to multiple responses.

Source: Survey of Business Travelers

Places Visited on Business Trips

Nearly three-fourths of business travelers visited only one place on their most recent overnight business trip. Business travelers visited an average of 1.2 places on each trip.

Number of Overnight Places Visited on Most Recent Trip

	Percent
No Overnight Places	9
1 Place	74
2 Places	12
3 or More Places	5
Average Places Visited (If Any)	1.2

Source: Survey of Business Travelers

Business travelers who visit many destinations are more likely to travel outside the U.S. and to include vacations in their trips.

More business trips originate from the South Atlantic and East North Central regions than from any other single regions. These regions together with the Pacific region are the final destinations of half (51 percent) of all business trips.

The Mid-Atlantic and East North Central regions produce many more business trips than they receive. The South Atlantic, Mountain and Pacific regions, on the other hand, receive more business trips than they produce.

Origins and Final Destinations of Business Travelers

Census Region*	Origin	Final Destination	Net Outflow (-) or Net Inflow (+)
New England	5%	4%	-1%
Mid-Atlantic	13	9	-4
South Atlantic	18	21	+3
East South Central	7	5	-2
West South Central	11	11	NC
East North Central	17	14	-3
West North Central	8	6	-2
Mountain	7	9	+2
Pacific	14	16	+2
Outside U.S.	--	5	+5

*Definitions of regions included in the Appendix.

Source: Survey of Business Travelers

Five percent of U.S. business travelers traveled abroad in 1988, the same as in 1987. International business travelers are significantly more upscale than most other business travelers, with better educations, higher incomes and higher level jobs. They also travel and use travel services more frequently than most other business travelers.

First Time Visitors

Forty-six percent of the business travelers who go to a destination have not visited it before within the past 12 months, according to the Survey of Business Travelers. Only 30 percent of business travelers' trips during the year are to the same destinations.

Business travelers who are visiting a destination for the first time are more likely to take fewer trips, to spend more nights away, to be attending meetings and including vacation. They are also more likely to be using travel services.

Travel Characteristics of First Time Visitors to a Destination

	First Time Visitors	Total Business Travelers
Take One or Two Trips Per Year	61%	43%
Spend Four or More Nights Away	43	41
Attend a Meeting, Convention or Trade Show	47	43
Also a Vacation Trip	26	23
Use an Airline	44	41
Use a Rental Car	13	12
Stay in a Hotel	78	73
Used a Travel Agent in Past Year	41	38

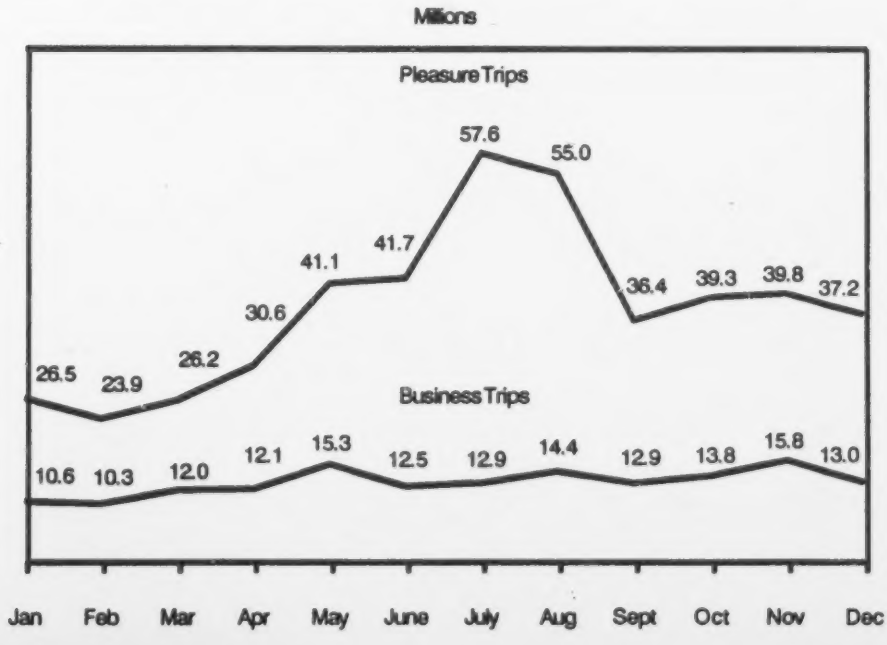
Source: Survey of Business Travelers

When Business Trips Are Taken

An average of 13 million business trips were taken each month in 1988. They ranged from a low of 10.3 million in February to 15.8 million in November.

Business travel does not experience the wide seasonal fluctuations of pleasure travel, which reaches a peak in July and falls off sharply in the off-season months.

1988 BUSINESS AND PLEASURE TRIPS BY MONTH



Source: National Travel Survey

PURPOSES OF BUSINESS TRIPS

Purposes of Most Recent Business Trips

The reasons for taking business trips cover a broad spectrum and are not easily classified.

The commonly held impression that most business trips are sales related applies to only a minority of trips.

More business travelers (43 percent) traveled to attend meetings, conventions or trade shows on their most recent trip in 1988 than for any other purpose.

Twelve percent of business travelers sold a product or service and an equal percent traveled on personal business. One out of 10 consulted or offered professional advice and nine percent traveled to carry out the operations of their companies.

Smaller groups of business travelers traveled to manage their companies (five percent) and perform physical functions such as construction or installations (four percent). Trips taken for such diverse purposes as making speeches, conducting research and playing sports are classified as "other" and accounted for five percent of trips.

Purposes of Trips Taken by Business Travelers

	Purpose of Most Recent Trip	Business Travelers Who Took Trip in Past 12 Months	
	Percent	Percent*	Millions
Attend a Meeting, Convention or Trade Show	43	68	22.5
Sell a Product or Service	12	30	9.9
Personal Business	12	25	8.3
Consult or Offer Professional Advice	10	33	10.9
Carry Out Operations	9	39	12.9
Manage the Company	5	32	10.6
Perform a Physical Function	4	15	5.0
Other Purpose	5	8	2.6

* Column adds to more than 100 percent due to multiple responses.

Source: Survey of Business Travelers

Number of Yearly Business Trips by Purpose

As the preceding table shows, business travelers travel for many different purposes during the year. Far more business travelers attended meetings, conventions and trade shows during the year (68 percent) than did so on their most recent business trip (43 percent).

The 22.5 million business travelers who attended meetings last year took an average of 3.3 trips. They took 74.3 million business trips in total, the largest number for any purpose. Trips to carry out operations and to sell products or services ranked second and third in size. Trips for personal business and to perform physical functions were the smallest categories of trips.

Total Yearly Business Trips by Purpose of Trips

	Business Travelers Who Took Trip in Past 12 Months Millions	Average Number of Trips Per Year	Business Trips* Millions
Attend a Meeting, Convention or Trade Show	22.5	3.3	74.3
Sell a Product or Service	9.9	6.6	65.3
Personal Business	8.3	2.9	24.1
Consult or Offer Professional Advice	10.9	4.8	52.3
Carry Out Operations	12.9	5.3	68.4
Manage the Company	10.6	5.4	57.2
Perform a Physical Function	5.0	4.7	23.5
Other Purpose	2.6	2.6	6.8

* Column adds to more than 155.6 million trips because business trips taken for multiple purposes are included.

Source: Survey of Business Travelers

Meetings and Conventions

More than one million off-premise meetings are held annually in the U.S. There were 74.4 million meeting attendees and expenditures for meetings totaled $28.8 billion in 1987, according to Meetings and Conventions Magazine's 1987 Meetings Market Study.

Corporate meetings accounted for 81 percent of meetings, 64 percent of attendees and 25 percent of expenditures. There were 12,700 major conventions in 1987, and they accounted for $11.7 billion or 41 percent of meeting expenditures.

Dimensions of the U.S. Meetings Market

	Number of Meetings	Attendees (Millions)	Expenditures (Billions)
Corporate Meetings	807,200	47.4	$7.1
Major Conventions	12,700	10.7	11.7
Other Association Meetings	181,700	16.3	10.0
Total	1,001,600	74.4	$28.8

Source: Meetings & Conventions Magazine's 1987 Meetings Market Study

According to the Survey of Business Travelers, travelers who attend meetings are more likely to be women, well educated, in professional or managerial occupations and to be in health, legal, personal and educational services. Meeting attendees travel less frequently than other business travelers and many travel only to attend meetings.

The most frequently attended meetings in the last 12 months were training seminars, management meetings and professional or technical meetings. More than one-third of the meeting attendees also traveled to conventions.

Types of Meetings Attended in Last 12 Months

	Percent Attended	Average Number Attended
Training Seminars	47	2.9
Management Meetings	46	5.5
Professional or Technical Meetings	44	4.2
Conventions	36	1.9
Regional or National Sales Meetings	31	2.3
Association Meetings Other Than Conventions	29	4.0
New Product Introductions	23	2.8
Trade Shows	19	2.0
All Types	38	3.5

Source: Survey of Business Travelers

Meeting attendees were asked to rate how important various factors are to them when staying in a hotel for a meeting, convention or trade show. Proximity to the meeting location was the most important factor, followed closely by the efficiency of check-in and check-out procedures.

Factors Rated Important When Staying in Hotels For Meetings

	Average Rating*
Proximity to Meeting, Convention or Trade Show Location	4.1
Efficiency of Check-in, Check-out Procedures	4.0
Quality of Restaurants, Food Service	3.8
Quality of Lobby and Other Common Areas	3.3
Proximity to Airport	3.1
On-Site Recreational Facilities	2.9
Hotel's Frequent Guest Program	2.3

* On a scale of 1= Not very important to 5= Very important.

Source: Survey of Business Travelers

Combining Business and Vacation

Increases in the demands of business and in the number of working couples have encouraged the practice of combining business and vacation on the same trips.

Nearly one out of every four business travelers (23 percent) includes some vacation on an average business trip, a smaller proportion than in 1986 or 1987.

Forty-five percent of business travelers combined business and vacation on at least one business trip during 1988.

Vacation time included in a business trip is not usually a few days added at the beginning or end of the trip, but is a substantial portion of the trip. On forty-seven percent of business trips that included vacation, the vacation portions accounted for half of the time spent.

Business travelers who combine business and vacation in their trips are more likely to be women, age 45 or older, have incomes under $40,000 per year and are often self-employed. They also travel infrequently, bring along other household members and use their own cars.

TRANSPORTATION USED BY BUSINESS TRAVELERS

Types of Transportation Used

More business travelers use personal cars for their trips than any other means of transportation. Nearly one half (49 percent) or 16.2 million business travelers used their own cars on an average business trip in 1988.

Fewer business travelers, 41 percent or 13.6 million, used airlines and 12 percent or four million used rental cars. Only 10 percent used other means of transportation.

Types of Transportation Used on Most Recent Business Trip

	Millions of Business Travelers	Percent of Business Travelers*
Own Car	16.2	49
Airline	13.6	41
Rental Car	4.0	12
Taxi	1.0	3
Company Plane	.7	2
Bus	.7	2
Train	.3	1
Other	.7	2

* Column adds to more than 100 percent due to multiple responses.

Source: Survey of Business Travelers

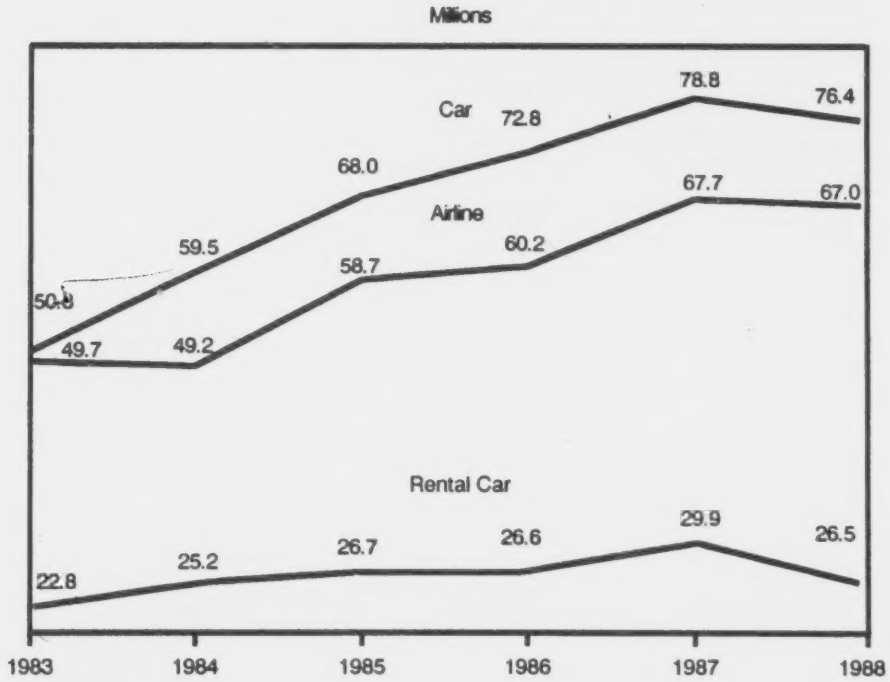
In 1983, the National Travel Survey reported a drop in the use of cars for all types of trips and a dramatic rise in air travel. New airlines, expanded routes and schedules, and discounted air fares following the deregulation of the airline industry had a positive effect on air travel.

Since 1983, the effects of deregulation have slowed and airline business trips have increased an average of six percent per year from 49.7 million in 1983 to 67 million in 1988.

The number of business trips involving personal cars has increased at a faster pace than airline trips. They have increased an average of nine percent per year from 50.8 million in 1983 to 76.4 million in 1988.

After a moderate increase to 29.9 million in 1987, business trips which included the use of rental cars declined to 26.5 million in 1988.

VOLUME OF BUSINESS TRIPS BY TRANSPORTATION USED
1983-88



Source: National Travel Survey

Use of Own Cars

More than half (53 percent) of business travelers who used their own cars for business trips during 1988 used them exclusively. Almost half also used airlines, but fewer than one out of four (23 percent) also used rental cars on their trips.

Business travelers who use their own cars are very different from those who use airlines and rental cars for their transportation.

Personal car users are more likely than all travelers to be women, age 45 or older, less well educated and have household incomes under $30,000. More than one-third are self employed and more than two-thirds work for smaller companies.

Demographics of Business Travelers
by Type of Transportation Used

	Own Car	Airline	Rental Car
Women	42%	37%	31%
Age 45 or Older	32	28	24
Some College or Less	59	39	35
Household Income Under $30,000	38	23	22
Blue Collar	18	9	10
Self Employed	36	25	22
Fewer Than 100 Employees in Company	69	53	45

Source: Survey of Business Travelers

Business travelers who use their own cars take fewer trips per year, spend fewer nights away and travel fewer miles than airline and rental car travelers. They are also more likely to return to the same destinations, to travel for personal business and to bring other household members along for vacation.

Travel Characteristics of Business
Travelers by Type of Transportation Used

	Own Car	Airline	Rental Car
Take One or Two Trips Per Year	55%	48%	45%
Spend No Nights Away	12	6	2
Spend One to Three Nights Away	57	41	45
Average Miles Traveled	840	2,000	1,870
Have Visited Place Before in Past 12 Months	58	51	50
Travel For Personal Business	17	8	8
Other Household Members in Trip	36	21	24
Also a Vacation Trip	26	22	25

Source: Survey of Business Travelers

Use of Airlines

There was a slowdown in the growth of domestic airline travel in 1988. The Air Transport Association reported an increase of only two percent in airline passengers enplaned compared with annual growth rates exceeding seven percent for each year since 1983.

According to the US Travel Center's National Travel Survey, total airline trips declined four percent from 160.7 million in 1987 to 154.6 million in 1988. Reasons given for this decline included "airport congestion, flight delays, safety concerns and higher, more restrictive air fares."

Business airline trips declined marginally from 67.7 million in 1987 to 66.9 million in 1988. Since 1984, 43 or 44 percent of all U.S. business trips have been by airlines.

1983-88 Airline Business Trips

Millions

	1983	1984	1985	1986	1987	1988
Total Business Trips	103.6	114.5	133.3	140.0	157.5	155.6
Airline Business Trips	49.7	49.2	58.7	60.2	67.7	66.9
Percent of Total	48%	43%	44%	43%	43%	43%

Source: National Travel Survey

Sixteen percent of airline business travelers also used rental cars on an average trip in 1988. This was a decline from 23 percent in 1987. More than half of airline business travelers (53 percent) used rental cars on one or more business trips during 1988. Only twenty percent of airline business travelers also used their own cars for business trips.

Business travelers who use airlines are better educated and have higher incomes and higher level jobs than the average of all business travelers. They also travel more frequently, spend more nights away and use rental cars and hotels more than other business travelers.

Use of Rental Cars

There is intense competition for the business car renter. The rental car industry is comprised of some 5,000 companies with 766,000 cars at 20,000 locations, according to the 1988 Travel Industry World Yearbook.

According to the US Travel Data Center's National Travel Survey, the number of business trips which involved rental cars declined from 29.9 million in 1987 to 26.5 million in 1988. Seventeen percent of all business trips involved rental cars in 1988, down from 19 percent in 1987.

1983-88 Rental Car Business Trips

Millions

	1983	1984	1985	1986	1987	1988
Total Business Trips	103.6	114.5	133.3	140.0	157.5	155.6
Rental Car Business Trips	22.8	25.2	26.7	26.6	29.9	26.5
Percent of Total	22%	22%	20%	19%	19%	17%

Source: National Travel Survey

Fifty-six percent of business travelers who used rental cars on an average trip in 1988 also used an airline. This was a decline from 64 percent in 1987.

Nearly all (93 percent) of business car renters also used airlines on one or more business trip during 1988. Only one-third also used their own cars. Very few (four percent) used rental cars as their exclusive means of transportation.

Business travelers who use rental cars are more likely to be upscale and in manufacturing and large companies. Business car renters also travel more frequently and longer distances and spend more nights away. More than half use airlines on an average trip and nearly all (89 percent) stay in hotels.

Memberships in Frequent Traveler Programs

The number of business travelers who belong to frequent traveler programs and airline clubs or lounges increased dramatically from 1986 to 1988. Nearly one out of every four business travelers or 7.6 million belong to an airline frequent flyer program. About half as many (3.6 million) belong to frequent hotel guest programs.

Business Travelers Who Belong
to Frequent Traveler Programs

	1986	1987	1988	1988 Millions
Frequent Flyer Programs	12%	17%	23%	7.6
Airline Clubs or Lounges	3	3	5	1.7
Frequent Car Rental Programs	6	7	10	3.3
Frequent Hotel Guest Programs	6	7	11	3.6

Source: Survey of Business Travelers

USE OF HOTELS BY BUSINESS TRAVELERS

Total U.S. Hotel Volume

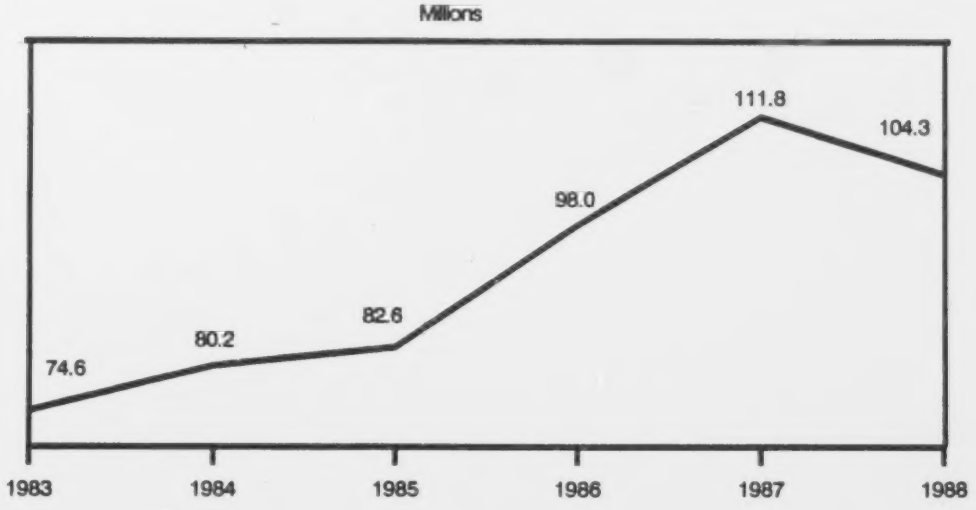
Total U.S. hotel revenue in 1988 is estimated at $51.5 billion by Laventhol & Horwath. This represents an increase of $5.8 billion or 13 percent over 1987. The occupancy rate of 65.4 percent in 1988 was a full percentage point over the 1987 level.

According to Laventhol & Horwath, transient business travelers, government employees and conference attendees account for more than half of all U.S. hotel guests.

Nearly three-fourths of business travelers (73 percent) or 24.2 million stay in hotels or motels on an average trip.

Business trips involving hotel stays increased 50 percent from 74.6 million in 1983 to 111.8 million in 1987, and declined seven percent to 104.3 million in 1988.

VOLUME OF BUSINESS HOTEL TRIPS
1983-88



Source: National Travel Survey

Business Travelers' Hotel Trips

In 1988, 67 percent of all business trips involved the use of hotels, according to the US Travel Data Center's National Travel Survey. In 1987, 71 percent of all business trips included hotel stays.

1983-88 Hotel Business Trips

Millions

	1983	1984	1985	1986	1987	1988
Total Business Trips	103.6	114.5	133.3	140.0	157.5	155.6
Hotel Business Trips	74.6	80.2	82.6	98.0	111.8	104.3
Percent of Total	72%	70%	62%	70%	71%	67%

Source: National Travel Survey

Since nearly three-fourths of business travelers use hotels, the demographics of business hotel guests are similar to those of all business travelers. Business hotel guests are somewhat more likely to use airlines and rental cars than the average of all business travelers.

Long-Term Hotel Guests

Business hotel guests spent an average of 3.9 nights in hotels on business trips during 1988. Eighty-five percent spent more than one night and 26 percent spent five or more nights in hotels.

Long-term business hotel guests have distinct characteristics compared with other business travelers. They travel longer distances and are more likely to include vacation and other household members on their trips. They are also more likely to travel by airlines and rental cars and to use travel agents for their hotel reservations.

Travel Characteristics of Long Term Business Hotel Guests

	Long Term Business Hotel Guests	Total Business Hotel Guests
Average Nights Away	8.5	3.9
Average Miles Traveled	1,943	1,426
Also a Vacation Trip	32%	21%
Other Household Member on Trip	33	28
Use an Airline	60	45
Use a Rental Car	19	15
Use a Travel Agent for Hotel	24	17

Source: Survey of Business Travelers

Selection and Use of Hotels by Business Travelers

Business hotel guests rate three factors as most important in selecting hotels: clean, comfortable rooms, convention location and previous experience. The recommendations of colleagues or friends are important to 69 percent and the recommendations of travel agents or corporate travel planners are important to 45 percent of business hotel guests.

Factors Rated Important in Selecting Hotels

	Percent
Clean, Comfortable Rooms	98
Convenient Location	97
Previous Experience	90
Hotel Rates	79
Recommendations of Colleagues or Friends	69
Restaurants and/or Food Services	58
Recommendations of Travel Agents or Corporate Travel Planners	45
Meeting Facilities	43
Corporate or Company Policy	39
Frequent Guest Program	26

Source: Survey of Business Travelers

Twenty percent of business travelers stayed in hotels in 1988 that were classified as upscale. Only 11 percent stayed in budget properties.

Nearly three-fourths of business hotel guests use hotel restaurant and one-third use meeting rooms. Concierge floors and business secretarial services are the least used facilities.

Facilities Used by Business Hotel Guests

	Percent
Restaurant	74
Meeting Room	33
Room Service	29
Automatic Check-in/Check-out	29
Minibar in Room	22
Sports/Health Facilities	20
Concierge Floor	9
Business Secretarial Services	7

Source: Survey of Business Travelers

Twenty-three percent of business travelers included some vacation on an average trip in 1988. More than half used hotels for the vacation portion of their trip and 86 percent of these travelers used the same hotel for both business and vacation.

Switching of Hotels by Business Travelers

Business travelers were generally satisfied with the hotels that they used in 1988. One-fifth gave them "best" ratings. Fewer than 10 percent gave them poor ratings.

More than one-third (36 percent) of business travelers frequently or occasionally stay at different hotels when they return to a destination. Some change because they are not satisfied with the original hotel or it is not available. Most, however, want to try a different hotel, be in a better location or pay a lower rate.

Fewer than 25 percent of business travelers always use the same hotels when they return to a destination and only 29 percent always use the same hotel chain when they travel on business.

Business travelers who are between the ages of 35 to 44 years, have incomes over $40,000, travel frequently, take trips abroad and use travel agents are more likely to switch hotels than other business travelers.

Business travelers who are older and travel less frequently are more likely to return to the same hotels.

Use of Travel Agents For Hotels

Travel agents in the U.S. account for an estimated 25 percent of all U.S. hotel reservations. Travel agents' hotel revenues in 1987 totaled $7.1 billion of which half was for business clients, according to the Travel Weekly 1987 U.S. Travel Agency Market conducted by Louis Harris and Associates.

Thirty-eight percent of business travelers consulted travel agents for their business trips in 1988. Seventeen percent of business travelers used travel agents to make their hotel reservations on an average trip.

Business travelers who use travel agents to book their hotels are more likely to be frequent travelers who also use airlines and rental cars and often travel abroad.

Business travelers rely on their travel agents to do more than simply make the hotel booking. One-third (32 percent) report that their travel agents participated in the selection of the hotels that they used on an average trip.

Two-thirds of business travelers do not have specific hotels in mind when they contact their travel agents. Travel agents provide an important source of hotel information for these clients.

According to business travelers, the information they most frequently request from their travel agents includes the location or proximity, rates, room availabilities and descriptions of hotels.

Hotel Information Business Travelers Request From Travel Agents

	Percent
Location or Proximity	46
Rates	35
Room Availabilities	23
Hotel Description	20
Facilities	13
Types of Rooms	4
Restaurants	2
Business Services	1
Other	24

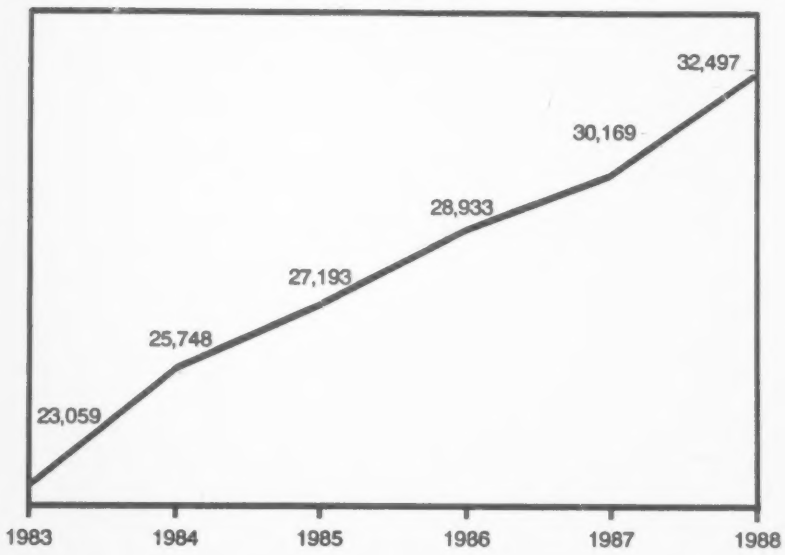
Source: Survey of Business Travelers

USE OF TRAVEL AGENTS

U.S. Travel Agency Market

Travel agencies in the U.S. have grown steadily to keep pace with the increasing demand for their services. By the end of 1988 there were 32,497 travel agencies, up 41 percent from 1983.

NUMBER OF U.S. TRAVEL AGENCIES
1983-88



Sources: 1985-88--Airlines Reporting Corporation
1983-84--Air Traffic Conference

The total revenue of U.S. travel agencies in 1987 was $64.2 billion, according to the Travel Weekly 1987 U.S. Travel Agency Market by Louis Harris and Associates. Half of travel agencies' total revenue or $32.1 billion was for business travel.

The largest portion of travel agencies' total revenue in 1987 was for airline travel, followed by cruises and hotels.

U.S. Travel Agencies' 1987 Revenue

	Billion	Percent
Airlines	$37.9	59
Cruises	10.3	16
Hotels	7.1	11
Car Rentals	5.1	8
Rail	1.9	3
Other	1.9	3
Total	$64.2	100

Source: Travel Weekly 1987 U.S. Travel Agency Market

Travel agencies have become increasingly important to travel suppliers. According to the American Society of Travel Agents (ASTA), U.S. travel agencies account for more than 90 percent of cruise and package tour sales and 81 percent of domestic air flights. They are also responsible for a major portion of sales for car rentals, rail and hotels.

U.S. Travel Agencies' Share of Travel Industry Revenue

	Percent
Cruises	95
Package Tours	90
Domestic Air Flights	81
Car Rentals	50
Rail	37
Hotels	25

Source: American Society of Travel Agents (ASTA)

Business travelers who use travel agents are more likely to have college educations, higher incomes and managerial occupations than other business travelers. They also travel more frequently, and on longer trips to new destinations. They use travel agents for nearly half of their business trips and two-thirds also use them for their pleasure trips.

The number of business trips that involved travel agents declined from 36.2 million in 1987 to 31.2 million in 1988, according to the National Travel Survey. One out of every five business trips in 1988 involved the use of travel agents.

1983-88 Business Trips Involving Travel Agencies

Millions

	1983	1984	1985	1986	1987	1988
Total Business Trips	103.6	114.5	133.3	140.0	157.5	155.6
Travel Agencies Involved	30.0	32.1	37.3	35.0	36.2	31.2
Percent of Total	29%	28%	28%	25%	23%	20%

Source: National Travel Survey

Use of Travel Agents by Business Travelers

Nearly four out of 10 (38 percent) business travelers consulted travel agents in 1988, up from 32 percent in 1987. The number of business travelers who used travel agents was 12.6 million.

Most travel agents' business clients use them to book more than airlines alone. Only 14 percent use them to book only the airline on an average trip. Nearly half (48 percent) of business clients use their agents for both airline and hotel bookings. Thirteen percent use them to book airlines, rental cars and hotels.

Nearly one out of every four business travelers (23 percent) use travel agents for non-air bookings. Seventeen percent use them for hotel reservations only and six percent use them for hotel and rental car bookings. Very few business travelers use travel agents for rental car bookings only.

Types of Reservations Made by Travel Agents For Business Travel Clients

	Percent
Airline Only	14
Airline and Hotel	48
Airline, Hotel and Rental Car	13
Hotel Only	17
Hotel and Rental Car	6

Source: Survey of Business Travelers

Travel Agent Influence

More than four out of 10 travel agents' business clients seek their advice and guidance on the selection of travel services, according to Travel Weekly's 1987 U.S. Travel Agency Market. Hotel selection is the area where more travel agents are likely to be consulted, with 45 percent of business travelers seeking their advice. Forty-one percent of business travelers ask for help on airline selection and 40 percent ask for help in selecting car rentals and in planning their itineraries.

Business Clients Who Seek Travel Agents' Advice

	Percent
Hotel Selection	45
Airline Selection	41
Car Rental Selection	40
Planning Itinerary	40

Source: Travel Weekly 1987 U.S. Travel Agency Market

Methods of Booking Reservations

Forty percent of airline business travelers, 32 percent of business rental car users and 17 percent of business hotel guests used travel agents to make reservations on an average trip in 1988. Thirteen percent of business travelers who used airlines, rental cars and hotels used corporate travel managers to make their reservations.

Methods Used by Business Travelers For Booking Reservations

	Airlines	Rental Cars	Hotels
Booked Directly	38%	39%	48%
Used a Travel Agent	40	32	17
Used a Corporate Travel Manager	13	13	13
Used Other Method	7	10	12
Did Not Make Reservations	2	6	10

Source: Survey of Business Travelers

One-fourth of business travelers used corporate travel managers to make reservations on one or more trips during 1988, an increase from 1986 and 1987, and they used corporate travel managers for two-thirds of their business trips.

Business travelers who use corporate travel managers are more likely to work in public administration, government, manufacturing, transportation or communications, to live in the East and to travel abroad.

Travel Agencies' Meetings Bookings

According to the Travel Weekly 1987 U.S. Travel Agency Market, 58 percent of travel agencies that have corporate accounts booked business meetings in 1987. They booked an average of 30 meetings during the year and each meeting averaged 39 attendees. Nearly half of the travel agencies booked conventions and 42 percent booked incentive trips.

Travel Agencies' Meetings Bookings

	Percent Who Booked	Average Number Booked	Average Size of Group
Business Meetings	58	30	39
Convention Trips	48	9	86
Incentive Trips	42	9	50

Source: Travel Weekly 1987 U.S. Travel Agency Market

BUSINESS TRAVELER SEGMENTS

There are 10 segments of business travelers that are particularly important to travel marketers because of their size, growth and/or above average use of travel services.

These segments include demographic groups (such as women business travelers), groups with similar travel characteristics (such as frequent business travelers) and groups that use travel services (such as airline business travelers). Business travelers in any particular segment may also be included in other segments.

The 10 segments of business travelers will be described in the following pages in terms of their size and growth, their demographics, travel characteristics and use of travel services.

The 10 business traveler segments are:

* Women Business Travelers
* Business Travelers Age 35-44
* Business Travelers in Service Industries
* Frequent Business Travelers
* International Business Travelers
* Meeting Attendees
* Airline Business Travelers
* Business Car Renters
* Business Hotel Guests
* Travel Agency Business Clients

WOMEN BUSINESS TRAVELERS

Number of Women Business Travelers

Women are becoming an increasingly important and influential portion of the U.S. labor force. In 1987, 56 percent of women were working and they represented 45 percent of all U.S. workers. The Census Bureau estimates that women will account for 60 percent of the increase in the labor force between 1988 and 2000.

There were 12.9 million women business travelers in the U.S. in 1988, down from 13.4 million in 1987. Their share of total business travelers increased, however, to 39 percent and they accounted for 31 percent of all business trips in 1988.

Women business travelers are traveling more frequently. They took 48.2 million business trips in 1988 compared with 47.3 million in 1987.

Women Business Travelers

	1986	1987	1988
Millions of Women Business Travelers	14.1	13.4	12.9
Percent of Total Business Travelers	40	38	39
Millions of Trips by Women Business Travelers	46.2	47.3	48.2
Percent of Total Business Trips	33	30	31

Source: Survey of Business Travelers

Business travel by women and their share of the business travel market will increase as they move to positions that require more travel.

Demographics of Women Business Travelers

There are significant differences between women and men who travel on business. Women business travelers are less likely to be college graduates and they have lower incomes than men. They are more likely than men to have clerical and sales positions and to be in the service industries.

Demographics of Women and Men Business Travelers

	Women Business Travelers	Men Business Travelers
Age		
18-34	41%	42%
35-44	29	29
45 or Older	30	29
Median Age	37 Years	37 Years
Education		
Some College or Less	53	48
College Graduate or More	47	52
Household Income		
Less Than $40,000	57	49
$40,000-$50,000	15	18
$50,000 or More	28	33
Median Household Income	$36,500	$40,555
Occupation		
Professional or Managerial	26	31
Lower Level Technical or Managerial	31	32
Clerical or Sales	20	12
Self Employed	29	30
Industry		
Finance, Banking, Insurance, Real Estate and Business Services	26	23
Health, Legal, Personal and Educational Services	28	13

Travel Characteristics of Women Business Travelers

Women travel less frequently than men and are more likely to attend meetings, conventions or trade shows. More women also travel on personal business and include vacation on their business trips.

Travel Characteristics of Women and Men Business Travelers

	Women Business Travelers	Men Business Travelers
Trips Taken Per Year		
1-2 Trips	61%	45%
3-9 Trips	30	36
10 or More Trips	9	19
Average Number of Trips Per Year	3.7	5.4
Nights Spent on Trip		
No Nights	10	9
1 Night	11	14
2-3 Nights	38	37
4 or More Nights	41	40
Average Nights on Trip	4.1	3.9
Destinations Visited Overnight		
1 Place	74	74
2 or More Places	16	17
Average Places Visited	1.2	1.3
Visits in Last 12 Months		
First Visit to Place	49	44
Have Visited Place Before	51	56
Purpose of Trip		
Attend a Meeting, Convention or Trade Show	50	39
Sell a Product or Service	10	14
Personal Business	14	11
Consult or Offer Professional Advice	8	12
Carry Out Operations	8	10
Manage the Company	4	5
Perform a Physical Function	2	5
Also a Vacation Trip	27	21

Source: Survey of Business Travelers

Use of Travel Services by Women Business Travelers

Women business travelers use airlines, rental cars and hotels less than men and are also less likely to book them through travel agents. They do, however, make greater use of travel agents in selecting hotels.

Use of Travel Services by Women and Men Business Travelers

	Women Business Travelers	Men Business Travelers
Airlines		
Use an Airline on Trip	39%	42%
Book Through a Travel Agent	39	42
Belong to a Frequent Flyer Program	20	24
Rental Cars		
Use a Rental Car on Trip	9	14
Book Through a Travel Agent	22	38
Belong to a Frequent Rental Car Program	7	12
Hotels		
Stay in a Hotel on Trip	70	75
Average Nights Spent in Hotel	3.9	3.9
Book Through a Travel Agent	16	19
Belong to a Frequent Hotel Guest Program	8	12
Travel Agent Participates in Selection of Hotel	38	29
Travel Agents		
Used a Travel Agent in Past Year	39	38

Source: Survey of Business Travelers

BUSINESS TRAVELERS AGE 35-44

Number of Business Travelers Age 35-44

The group of Americans who are between the ages of 35 to 44 will continue to be the fastest growing age segment of the U.S. population well into the 1990's.

Twenty-eight percent of this segment take business trips compared with an average of 18 percent of all U.S. adults.

In 1988, there were 9.6 million business travelers between 35 to 44 years of age and they took nearly 50 million or one-third of all business trips.

Business Travelers Age 35-44

	1986	1987	1988
Millions of Business Travelers Age 35-44	8.8	9.9	9.6
Percent of Total Business Travelers	25	28	29
Millions of Trips by Business Travelers Age 35-44	37.8	47.3	49.8
Percent of Total Business Trips	27	30	32

Source: Survey of Business Travelers

There were 35 million U.S. adults between the ages of 35 to 44 in 1988, up from 33 million in 1986. This age group is projected to increase to 38 million by 1990 and to 42 million by 1995.

Demographics of Business Travelers Age 35-44

Business travelers between the ages of 35 to 44 are better educated and are more likely to be in better paying professional or managerial occupations than business travelers who are either younger or older.

Demographics of Business Travelers by Age

	Age 18-34	Age 35-44	Age 45 or Older
Sex			
Men	62%	61%	59%
Women	38	39	41
Education			
Some College or Less	51	45	56
College Graduate or More	49	55	44
Household Income			
Less Than $40,000	64	43	44
$40,000-$50,000	15	19	18
$50,000 or More	21	38	38
Median Household Income	$33,636	$43,684	$43,333
Occupation			
Professional or Managerial	24	34	32
Lower Level Technical or Managerial	33	34	25
Clerical or Sales	17	12	14
Self Employed	24	28	38

Source: Survey of Business Travelers

Travel Characteristics of Business Travelers Age 35-44

Business travelers in the 35 to 44 year old age group travel more frequently than younger and older business travelers and are also more likely to be attending meetings and selling products or services. They are less likely to include vacation on their business trips.

Travel Characteristics of Business Travelers by Age

	Age 18-34	Age 35-44	Age 45 or Older
Trips Taken Per Year			
1-2 Trips	55%	48%	50%
3-9 Trips	33	36	34
10 or More Trips	12	16	16
Average Number of Trips Per Year	4.2	5.2	4.9
Nights Spent on Trip			
No Nights	10	9	9
1 Night	13	13	12
2-3 Nights	36	38	37
4 or More Nights	41	40	42
Average Nights on Trip	3.8	4.0	4.2
Destinations Visited Overnight			
1 Place	76	75	72
2 or More Places	13	16	18
Average Places Visited	1.2	1.3	1.3
Visits in Last 12 Months			
First Visit to Place	50	44	41
Have Visited Place Before	50	56	59
Purpose of Trip			
Attend a Meeting, Convention or Trade Show	41	46	41
Sell a Product or Service	12	15	11
Personal Business	13	8	14
Consult or Offer Professional Advice	9	11	10
Carry Out Operations	10	8	10
Manage the Company	5	5	5
Perform a Physical Function	5	4	4
Also a Vacation Trip	24	18	26

Source: Survey of Business Travelers

Use of Travel Services by Business Travelers Age 35-44

Business travelers age 35 to 44 years are more likely to use airlines, rental cars and hotels than other age groups. They also use travel agents more to make their airline and rental car reservations.

Use of Travel Services by Business Travelers by Age

	Age 18-34	Age 35-44	Age 45 or Older
Airlines			
Use an Airline on Trip	40%	45%	38%
Book Through a Travel Agent	38	44	42
Belong to a Frequent Flyer Program	21	26	23
Rental Cars			
Use a Rental Car on Trip	12	14	10
Book Through a Travel Agent	24	39	37
Belong to a Frequent Rental Car Program	9	11	12
Hotels			
Stay in a Hotel on Trip	69	78	73
Average Nights Spent in Hotel	3.9	3.9	4.1
Book Through a Travel Agent	18	17	18
Belong to a Frequent Hotel Guest Program	10	12	11
Travel Agents			
Used a Travel Agent in Past Year	35	42	39

Source: Survey of Business Travelers

BUSINESS TRAVELERS IN SERVICE INDUSTRIES

Number of Business Travelers in Service Industries

The U.S. economy has changed from a manufacturing to a service-based economy. Services lead all U.S. industries in growth and now account for three-fourths of all jobs.

Business travelers in finance, banking, insurance, real estate and business services are the largest and fastest growing industry group of business travelers. In 1988, they numbered 7.9 million and took 40.5 million or about one-fourth of all business trips.

Business Travelers in Service Industries

	1986	1987	1988
Millions of Business Travelers in Service Industries	6.4	7.1	7.9
Percent of Total Business Travelers	18	20	24
Millions of Trips by Business Travelers in Service Industries	28.0	34.7	40.5
Percent of Total Business Trips	20	22	26

Source: Survey of Business Travelers

Demographics of Business Travelers in Service Industries

Business travelers in the service industries are better educated, have higher incomes and are more likely to be in professional or managerial occupations and to be self employed than other business travelers.

Demographics of Business Travelers in Service Industries

	Business Travelers in Service Industries	Total Business Travelers
Sex		
Men	59%	61%
Women	41	39
Age		
18-34	45	42
35-44	27	29
45 or Older	28	29
Median Age	37 Years	38 Years
Education		
Some College or Less	45	51
College Graduate or More	55	49
Household Income		
Less Than $40,000	48	53
$40,000-$50,000	17	17
$50,000 or More	35	30
Median Household Income	$41,176	$38,570
Occupation		
Professional or Managerial	37	29
Lower Level Technical or Managerial	30	31
Clerical or Sales	18	15
Self Employed	38	29

Source: Survey of Business Travelers

Travel Characteristics of Business Travelers in Service Industries

Business travelers in service industries travel more frequently and travel more often on sales, consulting and trips to carry out company operations.

Travel Characteristics of Business Travelers in Service Industries

	Business Travelers in Service Industries	Total Business Travelers
Trips Taken Per Year		
1-2 Trips	48%	51%
3-9 Trips	34	34
10 or More Trips	18	15
Average Number of Trips Per Year	5.2	4.7
Nights Spent on Trip		
No Nights	9	9
1 Night	15	13
2-3 Nights	35	37
4 or More Nights	41	41
Average Nights on Trip	3.8	4.0
Destinations Visited Overnight		
1 Place	75	74
2 or More Places	15	17
Average Places Visited	1.2	1.2
Visits in Last 12 Months		
First Visit to Place	46	46
Have Visited Place Before	54	54
Purpose of Trip		
Attend a Meeting, Convention or Trade Show	40	43
Sell a Product or Service	14	12
Personal Business	10	12
Consult or Offer Professional Advice	12	10
Carry Out Operations	11	9
Manage the Company	5	5
Perform a Physical Function	3	4
Also a Vacation Trip	21	23

Source: Survey of Business Travelers

Use of Travel Services of Business Travelers in Service Industries

Business travelers in the service industries are very similar to other travelers in their use of travel services. They are somewhat more likely to belong to frequent traveler programs.

Use of Travel Services by Business Travelers in Service Industries

	Business Travelers in Service Industries	Total Business Travelers
Airlines		
Use an Airline on Trip	41%	41%
Book Through a Travel Agent	40	40
Belong to a Frequent Flyer Program	29	23
Rental Cars		
Use a Rental Car on Trip	11	12
Book Through a Travel Agent	27	32
Belong to a Frequent Rental Car Program	13	10
Hotels		
Stay in a Hotel on Trip	73	73
Average Nights Spent in Hotel	3.8	3.9
Book Through a Travel Agent	18	17
Belong to a Frequent Hotel Guest Program	13	11
Travel Agent Participates in Selection of Hotel	40	32
Travel Agents		
Used a Travel Agent in Past Year	42	38

Source: Survey of Business Travelers

FREQUENT BUSINESS TRAVELERS

Number of Frequent Business Travelers

The number of business travelers who take 10 or more trips per year and the total trips they take have grown substantially in the past three years.

There were 5.0 million frequent business travelers in 1988, up from 4.2 million in 1987 and 3.5 million in 1986.

Frequent business travelers are an important segment because they accounted for more than half (52 percent) of all business trips taken in 1988.

Frequent Business Travelers

	1986	1987	1988
Millions of Frequent Business Travelers	3.5	4.2	5.0
Percent of Total Business Travelers	10	12	15
Millions of Trips by Frequent Business Travelers	56.0	75.6	80.9
Percent of Total Business Trips	40	48	52

Source: Survey of Business Travelers

Demographics of Frequent Business Travelers

The demographic profile of frequent business travelers is very different from that of other business travelers. Nearly three-fourths are men. Frequent business travelers are also older, better educated, better paid and more likely to be professionals and managers than the average business traveler.

Demographics of Frequent Business Travelers

	Frequent Business Travelers	Total Business Travelers
Sex		
Men	74%	61%
Women	26	39
Age		
18-34	36	42
35-44	33	29
45 or Older	31	29
Median Age	39 Years	38 Years
Education		
Some College or Less	39	51
College Graduate or More	61	49
Household Income		
Less Than $40,000	34	53
$40,000-$50,000	18	17
$50,000 or More	48	30
Median Household Income	$48,333	$38,570
Occupation		
Professional or Managerial	34	29
Lower Level Technical or Managerial	35	31
Clerical or Sales	16	15
Self Employed	27	29

Source: Survey of Business Travelers

Travel Characteristics of Frequent Business Travelers

Frequent business travelers took an average of 16 business trips in 1988 and spent 70 nights or 10 weeks away from home during the year.

Frequent business travelers visit more places, often return to the same location and travel frequently to sell or consult with clients. They are much less likely to include vacation time than other business travelers.

Travel Characteristics of Frequent Business Travelers

	Frequent Business Travelers	Total Business Travelers
Nights Spent on Trip		
No Nights	10%	9%
1 Night	15	13
2-3 Nights	37	37
4 or More Nights	38	41
Average Nights on Trip	4.0	4.0
Destinations Visited Overnight		
1 Place	68	74
2 or More Places	22	17
Average Places Visited	1.3	1.2
Visits in Last 12 Months		
First Visit to Place	26	46
Have Visited Place Before	74	54
Purpose of Trip		
Attend a Meeting, Convention or Trade Show	26	43
Sell a Product or Service	22	12
Personal Business	6	12
Consult or Offer Professional Advice	19	10
Carry Out Operations	11	9
Manage the Company	8	5
Perform a Physical Function	6	4
Also a Vacation Trip	11	23

Source: Survey of Business Travelers

Use of Travel Services by Frequent Business Travelers

Frequent business travelers are considerably more likely to use travel services than other business travelers. Most also belong to frequent traveler programs. Travel agents are used by six out of 10 frequent business travelers to book their reservations.

Use of Travel Services by Frequent Business Travelers

	Frequent Business Travelers	Total Business Travelers
Airlines		
Use an Airline on Trip	45%	41%
Book Through a Travel Agent	53	40
Belong to a Frequent Flyer Program	51	23
Rental Cars		
Use a Rental Car on Trip	17	12
Book Through a Travel Agent	46	32
Belong to a Frequent Rental Car Program	27	10
Hotels		
Stay in a Hotel on Trip	74	73
Average Nights Spent in Hotel	3.9	3.9
Book Through a Travel Agent	24	17
Belong to a Frequent Hotel Guest Program	29	11
Travel Agents		
Used a Travel Agent in Past Year	59	38

Source: Survey of Business Travelers

INTERNATIONAL BUSINESS TRAVELERS

Number of International Business Travelers

In 1988, 1.7 million or five percent of all U.S. business travelers traveled abroad on an average business trip. They took a total of 7.8 million international business trips during the year, an increase of 1.5 million trips over 1987.

A continuation in the stability of the dollar against foreign currencies, expanding exports and growth of worldwide corporations would stimulate continued growth in international business travel from the U.S.

International Business Travelers

	1986	1987	1988
Millions of International Business Travelers	1.4	1.8	1.7
Percent of Total Business Travelers	4	5	5
Millions of Trips by International Business Travelers	4.2	6.3	7.8
Percent of Total Business Trips	3	4	5

Source: Survey of Business Travelers

Demographics of International Business Travelers

U.S. business travelers who travel abroad are considerably more upscale than other business travelers. They also are more likely to be self employed, to work for large companies with 500 or more employees.

Demographics of International Business Travelers

	International Business Travelers	Total Business Travelers
Sex		
Men	70%	61%
Women	30	39
Age		
18-34	34	42
35-44	26	29
45 or Older	40	29
Median Age	41 Years	38 Years
Education		
Some College or Less	43	51
College Graduate or More	57	49
Household Income		
Less Than $40,000	38	53
$40,000-$50,000	18	17
$50,000 or More	44	30
Median Household Income	$46,111	$38,570
Occupation		
Professional or Managerial	37	29
Lower Level Technical or Managerial	31	31
Clerical or Sales	14	15
Self Employed	32	29
Company Size		
Fewer Than 100 Employees	52	61
100-499 Employees	16	20
500 or More Employees	32	19

Source: Survey of Business Travelers

Travel Characteristics of International Business Travelers

International business travelers from the U.S. take nearly eight trips per year and spend nearly twice as many nights away from home on their trips as the average business traveler. They visit more places on their trips and travel for a wide variety of purposes.

Travel Characteristics of International Business Travelers

	International Business Travelers	Total Business Travelers
Trips Taken Per Year		
1-2 Trips	37%	51%
3-9 Trips	40	34
10 or More Trips	23	15
Average Number of Trips Per Year	7.8	4.7
Nights Spent on Trip		
No Nights	--	9
1 Night	4	13
2-3 Nights	15	37
4 or More Nights	81	41
Average Nights on Trip	8.7	4.0
Destinations Visited Overnight		
1 Place	67	74
2 or More Places	33	17
Average Places Visited	1.5	1.2
Visits in Last 12 Months		
First Visit to Place	48	46
Have Visited Place Before	52	54
Purpose of Trip		
Attend a Meeting, Convention or Trade Show	31	43
Sell a Product or Service	15	12
Personal Business	14	12
Consult or Offer Professional Advice	13	10
Carry Out Operations	13	9
Manage the Company	8	5
Perform a Physical Function	4	4
Also a Vacation Trip	37	23

Source: Survey of Business Travelers

Use of Travel Services by International Business Travelers

International business travelers are well above the average in their use of airlines, rental cars and hotels. They are also more likely to use travel agents for their airline and hotel bookings, but not for their rental car reservations.

Use of Travel Services by International Business Travelers

	International Business Travelers	Total Business Travelers
Airlines		
Use an Airline on Trip	70%	41%
Book Through a Travel Agent	45	40
Belong to a Frequent Flyer Program	39	23
Rental Cars		
Use a Rental Car on Trip	23	12
Book Through a Travel Agent	22	32
Belong to a Frequent Rental Car Program	20	10
Hotels		
Stay in a Hotel on Trip	79	73
Average Nights Spent in Hotel	7.9	3.9
Book Through a Travel Agent	26	17
Belong to a Frequent Hotel Guest Program	15	11
Agent Participates in Selection of Hotel	56	32
Travel Agents		
Used a Travel Agent in Past Year	55	38

Source: Survey of Business Travelers

MEETING ATTENDEES

Number of Meeting Attendees

The number of business travelers who traveled to attend meetings on an average business trip has remained stable at 14 million between 1986 and 1988.

The number of trips for meetings has fluctuated. They totaled 52.9 million or one-third of all business trips in 1988.

Meeting Attendees

	1986*	1987	1988
Millions of Meeting Attendees	14.4	14.5	14.2
Percent of Total Business Travelers	41	41	43
Millions of Trips by Meeting Attendees	60.2	44.1	52.9
Percent of Total Business Trips	43	28	34

*Broader definition of meetings was used in 1986 than in later years.

Source: Survey of Business Travelers

Demographics of Meeting Attendees

Forty-six percent of business travelers who attend meetings are women. Meeting attendees are also more likely than average business travelers to be age 35 to 44, college graduates, professionals or managers and in health, legal, personal and educational services.

Demographics of Meeting Attendees

	Meeting Attendees	Total Business Travelers
Sex		
Men	54%	61%
Women	46	39
Age		
18-34	41	42
35-44	31	29
45 or Older	28	29
Median Age	38 Years	38 Years
Education		
Some College or Less	45	51
College Graduate or More	55	49
Household Income		
Less Than $40,000	51	53
$40,000-$50,000	17	17
$50,000 or More	32	30
Median Household Income	$39,545	$38,570
Occupation		
Professional or Managerial	33	29
Lower Level Technical or Managerial	33	31
Clerical or Sales	14	15
Self Employed	27	29
Industry		
Health, Legal, Personal and Educational Services	27	19

Source: Survey of Business Travelers

Travel Characteristics of Meeting Attendees

Meeting attendees travel less frequently and spend fewer nights away from home than other business travelers. They are also more likely to be visiting a place for the first time.

Travel Characteristics of Meeting Attendees

	Meeting Attendees	Total Business Travelers
Trips Taken Per Year		
1-2 Trips	59%	51%
3-9 Trips	33	34
10 or More Trips	8	15
Average Number of Trips Per Year	3.7	4.7
Nights Spent on Trip		
No Nights	8	9
1 Night	11	13
2-3 Nights	41	37
4 or More Nights	40	41
Average Nights on Trip	3.8	4.0
Destinations Visited Overnight		
1 Place	77	74
2 or More Places	14	17
Average Places Visited	1.2	1.2
Visits in Last 12 Months		
First Visit to Place	51	46
Have Visited Place Before	49	54

Source: Survey of Business Travelers

Use of Travel Services by Meeting Attendees

Business travelers who attend meetings are somewhat more likely than average to travel by airlines and rental cars and to stay in hotels. They are slightly less likely than average to use travel agents to book their transportation.

Use of Travel Services by Meeting Attendees

	Meeting Attendees	Total Business Travelers
Airlines		
Use an Airline on Trip	44%	41%
Book Through a Travel Agent	38	40
Belong to a Frequent Flyer Program	22	23
Rental Cars		
Use a Rental Car on Trip	12	12
Book Through a Travel Agent	27	32
Belong to a Frequent Rental Car Program	8	10
Hotels		
Stay in a Hotel on Trip	81	73
Average Nights Spent in Hotel	3.9	3.9
Book Through a Travel Agent	17	17
Belong to a Frequent Hotel Guest Program	8	11
Travel Agents		
Used a Travel Agent in Past Year	39	38

Source: Survey of Business Travelers

AIRLINE BUSINESS TRAVELERS

Number of Airline Business Travelers

Some 13.6 million or 41 percent of all U.S. business travelers used an airline on an average trip in 1988.

They took 66.9 million business trips by airline, a slight decline from 1987 but an increase of 6.7 million or 11 percent from 1986.

Airline Business Travelers

	1986	1987	1988
Millions of Airline Business Travelers	13.8	14.1	13.6
Percent of Total Business Travelers	39	40	41
Millions of Trips by Airline Business Travelers	60.2	67.7	66.9
Percent of Total Business Trips	43	43	43

Sources: Travelers - Survey of Business Travelers
Trips - National Travel Survey

Demographics of Airline Business Travelers

Compared with the average, business travelers who use airlines are better educated, have higher incomes, are more highly concentrated in professional, managerial and technical occupations and work for larger companies.

Demographics of Airline Business Travelers

	Airline Business Travelers	Total Business Travelers
Sex		
Men	63%	61%
Women	37	39
Age		
18-34	41	42
35-44	31	29
45 or Older	28	29
Median Age	38 Years	38 Years
Education		
Some College or Less	39	51
College Graduate or More	61	49
Household Income		
Less Than $40,000	40	53
$40,000-$50,000	19	17
$50,000 or More	41	30
Median Household Income	$45,263	$38,570
Occupation		
Professional or Managerial	33	29
Lower Level Technical or Managerial	36	31
Clerical or Sales	12	15
Self Employed	25	29
Company Size		
Fewer Than 100 Employees	53	61
100-499 Employees	20	20
500 or More Employees	27	19

Source: Survey of Business Travelers

Travel Characteristics of Airline Business Travelers

Airline business travelers travel more frequently, spend more nights away from home, travel longer distances and are more likely to be visiting places for the first time in the last 12 months.

Travel Characteristics of Airline Business Travelers

	Airline Business Travelers	Total Business Travelers
Trips Taken Per Year		
1-2 Trips	48%	51%
3-9 Trips	36	34
10 or More Trips	16	15
Average Number of Trips Per Year	5.3	4.7
Nights Spent on Trip		
No Nights	6	9
1 Night	8	13
2-3 Nights	33	37
4 or More Nights	53	41
Average Nights Per Trip	4.9	4.0
Average Miles Traveled	2,000	1,370
Destinations Visited Overnight		
1 Place	78	74
2 or More Places	15	17
Average Places Visited	1.2	1.2
Visits in Last 12 Months		
First Visit to Place	49	46
Have Visited Place Before	51	54
Purpose of Trip		
Attend a Meeting, Convention or Trade Show	46	43
Sell a Product or Service	13	12
Personal Business	8	12
Consult or Offer Professional Advice	12	10
Carry Out Operations	9	9
Manage the Company	5	5
Perform a Physical Function	3	4
Also a Vacation Trip	22	23

Source: Survey of Business Travelers

Use of Travel Services by Airline Business Travelers

Airline business travelers are much more likely than average to also use rental cars and stay in hotels on their trips and to use travel agents for their reservations. They are also active members of frequent traveler programs.

Use of Travel Services by Airline Business Travelers

	Airline Business Travelers	Total Business Travelers
Airlines		
Book Through a Travel Agent	40%	40%
Belong to a Frequent Flyer Program	37	23
Rental Cars		
Use a Rental Car on Trip	16	12
Book Through a Travel Agent	38	32
Belong to a Frequent Rental Car Program	17	10
Hotels		
Stay in a Hotel on Trip	79	73
Average Nights Spent in Hotel	4.7	3.9
Book Through a Travel Agent	25	17
Belong to a Frequent Hotel Guest Program	16	11
Travel Agents		
Used a Travel Agent in Past Year	58	38

Source: Survey of Business Travelers

BUSINESS CAR RENTERS

Number of Business Car Renters

The number of business travelers who rented cars on an average trip declined to four million or 12 percent of all business travelers in 1988.

They took a total of 26.5 million business trips, down from 29.9 million business trips in 1987.

Business Car Renters

	1986	1987	1988
Millions of Business Car Renters	4.6	5.3	4.0
Percent of Total Business Travelers	13	15	12
Millions of Trips by Business Car Renters	26.6	29.9	26.5
Percent of Total Business Trips	19	19	17

Sources: Travelers - Survey of Business Travelers
Trips - National Travel Survey

Demographics of Business Car Renters

Business car renters are more likely to be men and from 35 to 44 years of age than other business travelers. Business car renters are also significantly more upscale and work for manufacturing and larger companies.

Demographics of Business Car Renters

	Business Car Renters	Total Business Travelers
Sex		
Men	69%	61%
Women	31	39
Age		
18-34	43	42
35-44	33	29
45 or Older	24	29
Median Age	37 Years	38 Years
Education		
Some College or Less	35	51
College Graduate or More	65	49
Household Income		
Less Than $40,000	39	53
$40,000-$50,000	18	17
$50,000 or More	43	30
Median Household Income	$46,111	$38,570
Occupation		
Professional or Managerial	34	29
Lower Level Technical or Managerial	35	31
Clerical or Sales	13	15
Self Employed	22	29
Manufacturing	21	12
Company Size		
Fewer Than 100 Employees	45	61
100-499 Employees	27	20
500 or More Employees	28	19

Source: Survey of Business Travelers

Travel Characteristics of Business Car Renters

Business car renters travel more frequently, stay more nights away from home and travel longer distances than average. They travel to more destinations, particularly in the West.

Travel Characteristics of Business Car Renters

	Business Car Renters	Total Business Travelers
Trips Taken Per Year		
1-2 Trips	45%	51%
3-9 Trips	35	34
10 or More Trips	20	15
Average Number of Trips Per Year	6.4	4.7
Nights Spent on Trip		
No Nights	2	9
1 Night	10	13
2-3 Nights	35	37
4 or More Nights	53	41
Average Nights on Trip	4.9	4.0
Average Miles Traveled	1,870	1,370
Destinations Visited Overnight		
1 Place	75	74
2 or More Places	22	17
Average Places Visited	1.3	1.2
Visits in Last 12 Months		
First Visit to Place	50	46
Have Visited Place Before	50	54
Destination in West	30	25
Purpose of Trip		
Attend a Meeting, Convention or Trade Show	42	43
Sell a Product or Service	15	12
Personal Business	8	12
Consult or Offer Professional Advice	12	10
Carry Out Operations	12	9
Manage the Company	6	5
Perform a Physical Function	3	4
Also a Vacation Trip	25	23

Source: Survey of Business Travelers

Use of Travel Services by Business Car Renters

Business car renters are also more likely to use airlines and stay in hotels and to use travel agents to book their travel services. Like those who use airlines, many business travelers who use rental cars are members of frequent traveler programs.

Use of Travel Services by Business Car Renters

	Business Car Renters	Total Business Travelers
Airlines		
Use an Airline on Trip	56%	41%
Book Through a Travel Agent	45	40
Belong to a Frequent Flyer Program	42	23
Rental Cars		
Book Through a Travel Agent	32	32
Belong to a Frequent Rental Car Program	23	10
Hotels		
Stay in a Hotel on Trip	89	73
Average Nights Spent in Hotel	4.5	3.9
Book Through a Travel Agent	27	17
Belong to a Frequent Hotel Guest Program	21	11
Travel Agents		
Used a Travel Agent in Past Year	57	38

Source: Survey of Business Travelers

BUSINESS HOTEL GUESTS

Number of Business Hotel Guests

Nearly three-fourths (73 percent) of U.S. business travelers stayed in a hotel on an average business trip in 1988. Business hotel guests totaled 24.2 million, far more than used airlines or rental cars.

Business hotel guests took 104.3 million business trips in 1988. They were responsible for more than two-thirds of all business trips.

Business Hotel Guests

	1986	1987	1988
Millions of Business Hotel Guests	24.0	25.8	24.2
Percent of Total Business Travelers	68	73	73
Millions of Trips by Business Hotel Guests	98.0	111.8	104.3
Percent of Total Business Trips	70	71	67

Sources: Travelers - Survey of Business Travelers
Trips - National Travel Survey

Demographics of Business Hotel Guests

The demographics of business hotel guests closely match the average of all business travelers because such a large proportion of business travelers use hotels on their trips. Business hotel guests have somewhat higher than average household incomes.

Demographics of Business Hotel Guests

	Business Hotel Guests	Total Business Travelers
Sex		
Men	62%	61%
Women	38	39
Age		
18-34	40	42
35-44	31	29
45 or Older	29	29
Median Age	38 Years	38 Years
Education		
Some College or Less	48	51
College Graduate or More	52	49
Household Income		
Less Than $40,000	49	53
$40,000-$50,000	18	17
$50,000 or More	33	30
Median Household Income	$40,556	$38,570
Occupation		
Professional or Managerial	30	29
Lower Level Technical or Managerial	33	31
Clerical or Sales	15	15
Self Employed	28	29

Source: Survey of Business Travelers

Travel Characteristics of Business Hotel Guests

Business hotel guests travel more frequently, tend to stay in one place and are more likely to be attending meetings or selling products and services when they stay in hotels.

Travel Characteristics of Business Hotel Guests

	Business Hotel Guests	Total Business Travelers
Trips Taken Per Year		
1-2 Trips	51%	51%
3-9 Trips	34	34
10 or More Trips	15	15
Average Number of Trips Per Year	5.3	4.7
Nights Spent on Trip		
No Nights	--	9
1 Night	15	13
2-3 Nights	42	37
4 or More Nights	43	41
Average Nights on Trip	4.2	4.0
Destinations Visited Overnight		
1 Place	81	74
2 or More Places	19	17
Average Places Visited	1.3	1.2
Visits in Last 12 Months		
First Visit to Place	49	46
Have Visited Place Before	51	54
Purpose of Trip		
Attend a Meeting, Convention or Trade Show	47	43
Sell a Product or Service	13	12
Personal Business	8	12
Consult or Offer Professional Advice	11	10
Carry Out Operations	8	9
Manage the Company	5	5
Perform a Physical Function	4	4
Also a Vacation Trip	21	23

Source: Survey of Business Travelers

Use of Travel Services by Business Hotel Guests

Business travelers who stay in hotels also use airlines and rental cars more than average. Only 12 percent belong to frequent hotel guest programs.

Use of Travel Services by Business Hotel Guests

	Business Hotel Guests	Total Business Travelers
Airlines		
Use an Airline on Trip	45%	41%
Book Through a Travel Agent	39	40
Belong to a Frequent Flyer Program	25	23
Rental Cars		
Use a Rental Car on Trip	15	12
Book Through a Travel Agent	33	32
Belong to a Frequent Rental Car Program	11	10
Hotels		
Average Nights Spent in Hotel	3.9	3.9
Book Through a Travel Agent	17	17
Belong to a Frequent Hotel Guest Program	12	11
Travel Agents		
Used a Travel Agent in Past Year	41	38

Source: Survey of Business Travelers

TRAVEL AGENCY BUSINESS CLIENTS

Number of Travel Agency Business Clients

More than five million or 16 percent of business travelers used a travel agent for an average business trip in 1988.

Business travelers used travel agents for 31.1 million or one out of every five business trips that were taken during the year.

Travel Agency Business Clients

	1986	1987	1988
Millions of Travel Agency Business Clients	5.6	5.6	5.3
Percent of Total Business Travelers	16	16	16
Millions of Trips by Travel Agency Business Clients	35.0	36.2	31.1
Percent of Total Business Trips	25	23	20

Sources: Travelers - Survey of Business Travelers
Trips - National Travel Survey

Demographics of Travel Agency Business Clients

Travel agency business clients are more upscale than other business travelers and are more concentrated in managerial, professional and technical occupations.

Demographics of Travel Agency Business Clients

	Travel Agency Business Clients	Total Business Travelers
Sex		
Men	65%	61%
Women	35	39
Age		
18-34	39	42
35-44	32	29
45 or Older	29	29
Median Age	38 Years	38 Years
Education		
Some College or Less	39	51
College Graduate or More	61	49
Household Income		
Less Than $40,000	40	53
$40,000-$50,000	18	17
$50,000 or More	42	30
Median Household Income	$45,556	$38,570
Occupation		
Professional or Managerial	36	29
Lower Level Technical or Managerial	34	31
Clerical or Sales	13	15
Self Employed	24	29

Source: Survey of Business Travelers

Travel Characteristics of Travel Agency Business Clients

Business travelers who use travel agents travel more frequently, spend more nights away from home on their trips, travel longer distances and visit more places. They are also more likely to be visiting destinations for the first time in the last 12 months.

Travel Characteristics of Travel Agency Business Clients

	Travel Agency Business Clients	Total Business Travelers
Trips Taken Per Year		
1-2 Trips	44%	51%
3-9 Trips	35	34
10 or More Trips	21	15
Average Number of Trips Per Year	6.1	4.7
Nights Spent on Trip		
No Nights	3	9
1 Night	11	13
2-3 Nights	33	37
4 or More Nights	53	41
Average Nights on Trip	4.6	4.0
Average Miles Traveled	1,840	1,370
Destinations Visited Overnight		
1 Place	78	74
2 or More Places	19	17
Average Places Visited	1.3	1.2
Visits in Last 12 Months		
First Visit to Place	53	46
Have Visited Place Before	47	54
Purpose of Trip		
Attend a Meeting, Convention or Trade Show	42	43
Sell a Product or Service	14	12
Personal Business	10	12
Consult or Offer Professional Advice	13	10
Carry Out Operations	10	9
Manage the Company	4	5
Perform a Physical Function	2	4
Also a Vacation Trip	22	23

Source: Survey of Business Travelers

Use of Travel Services by Travel Agency Business Clients

Nearly eight out of 10 travel agency business clients used airlines and hotels on their most recent trips in 1988. Fewer, one out of five, used rental cars.

Use of Travel Services by Travel Agency Business Clients

	Travel Agency Business Clients	Total Business Travelers
Airlines		
Use an Airline on Trip	78%	41%
Book Through a Travel Agent	96	40
Belong to a Frequent Flyer Program	38	23
Rental Cars		
Use a Rental Car on Trip	21	12
Book Through a Travel Agent	81	32
Belong to a Frequent Rental Car Program	19	10
Hotels		
Stay in a Hotel on Trip	84	73
Average Nights Spent in Hotel	4.3	3.9
Book Through a Travel Agent	70	17
Belong to a Frequent Hotel Guest Program	16	11

Source: Survey of Business Travelers

APPENDIX

METHODOLOGY

The 1988 Survey of Business Travelers was based on data collected each month from February 1988 to January 1989 by telephone with a national probability sample of 1,500 adults representing the total adult, civilian, non-institutional population of the contiguous United States.

This survey was conducted in conjunction with the US Travel Data Center's National Travel Survey. It was conducted for the US Travel Data Center by RL Associates of Princeton, New Jersey, using its national telephone probability sample.

The sample design was a two-stage, statified, internally replicated national probability sample. The first stage of stratification was the nine Census regions in the contiguous United States, omitting Hawaii and Alaska, as defined by the U.S. Bureau of the Census. The second stage was Areas of Dominant Influence (ADIs) as defined by Arbitron within each of the Census regions.

A new sample was drawn each month. However, because the primary and secondary sample units were the same each month, the successive samples were "matched," thus improving the trendability of the data.

Respondents were asked if they had traveled 100 miles or more one way for business or convention purposes in the past 12 months. Those identified as business travelers were asked to report the number of business trips taken in the past 12 months and were asked a number of questions concerning their most recent business trip. Demographic information was collected from all identified business travelers.

This methodology produced data on approximately 270 business travelers per month or 3,858 over the 12 months from February 1988 to January 1989. The responses of these business travelers form the basis of this report.

CENSUS REGIONS

New England	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
Mid-Atlantic	New Jersey, New York, Pennsylvania
South Atlantic	Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia
East South Central	Alabama, Kentucky, Mississippi, Tennessee
West South Central	Arkansas, Louisiana, Oklahoma, Texas
East North Central	Indiana, Illinois, Michigan, Ohio, Wisconsin
West North Central	Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota
Mountain	Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming
Pacific	California, Oregon, Washington, (Alaska and Hawaii as destinations)

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